



News Release

For Immediate Release
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UDOH Wins Awards for Communication Excellence

(Salt Lake City) – The Utah Department of Health (UDOH), Office of Public Information and Marketing, has been recognized with three awards at the national level and another five at the state level for its public information and outreach efforts. The awards recognize the components of two campaigns – one to inform the public about bioterrorism and public health emergencies, and the second to commemorate the 100-year anniversary of the Office of Vital Records and Statistics.

The national awards were presented at the National Public Health Information Coalition (NPHIC) annual conference in Atlanta, GA. “This conference gathers together public information officers from public health agencies nationwide,” said Steve McDonald, Public Information Officer, UDOH. “Being recognized at the national level shows the quality of work that is being done here in Utah.”

Parts of the “Battling Back: Taking on Bioterrorism in Utah,” campaign received a gold award at the national level and a silver and bronze award in Utah. The campaign included a video documentary that helps educate Utahns about bioterrorism and provides them with specific actions they can take to prepare for public health emergencies. The UDOH worked with Oxygen Marketing, White Rabbit Productions and Janice Evans of Strategic Communications to create the campaign.

In addition the UDOH received a gold medal for its Vital Records 100-Year Anniversary News Release, recognizing it as the best public health news release in the nation. Other components of the 100-Year Anniversary received four additional awards. A comprehensive list of the awards received by the UDOH is included below.

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National Public Health Information Coalition (NPHIC) Awards

“Battling Back: Taking on Bioterrorism in Utah”

Information Campaign, Out Sourced

Gold Award

Vital Records 100-Year Anniversary News Release

News Releases – In House

Gold Award

Vital Records 100-Year Anniversary

Press Kits – In House

Silver Award

Golden Spike Awards

Vital Records 100-Year Anniversary Magazine Article

Writing – Feature Stories

Gold Award

“Battling Back: Taking on Bioterrorism in Utah”

Videos – External Audiences

Silver Award

“Battling Back: Taking on Bioterrorism in Utah”

Public Service Campaign – Government

Bronze Award

Vital Records 100-Year Anniversary

Publicity and Media Relations – Government

Bronze Award

Vital Records 100-Year Anniversary

Writing – News Releases and Media Advisories

Bronze Award

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.